

Appl. No. 10/092,150
Amdt. Dated December 16, 2005
Reply to Office Action of July 19, 2005

Docket No. IND10292
Customer No. 22917

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A promotional material comprising a visual aid that identifies a consumer product other than the promotional material, the promotional material further comprising and a radio frequency identification ("RFID") device having stored thereon an expiration and a set of data bits which, when presented to a processing device via a RFID reader, causes the processing device to enable at least one feature that would otherwise be disabled in an electronic device having a plurality of features, and disable the at least one feature when the expiration reaches a predetermined value, wherein the at least one feature is an improvement to a performance or a characteristic of the electronic device.
2. (previously presented) The promotional material of claim 1 wherein the set of data bits is programmed into the RFID device at the point of sale of the product.
3. (previously presented) The promotional material of claim 1 wherein the predetermined value is based on a number of uses of the electronic device.
4. (previously presented) The promotional material of claim 1 wherein the predetermined value is based on a period of time.
5. (previously presented) The promotional material of claim 1 wherein the predetermined value is based on an event that occurs in the electronic device.

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6. (previously presented) The promotional material of claim 1 wherein the RFID reader is capable of powering the RFID device, receiving data transmitted by the RFID device, and sending the data to the processing device.
7. (previously presented) The promotional material of claim 6 wherein the RFID reader is also capable of transmitting modulated data.
8. (previously presented) The promotional material of claim 1 wherein the electronic device is selected from a group consisting of: an electronic game console, a personal digital assistant, a cellular telephone, and a pager.
9. (previously presented) The promotional material of claim 1 wherein the set of data bits comprises an access code that would enable at least one of the plurality of features.
10. (previously presented) The promotional material of claim 1 wherein the RFID device is attached to an item selected from a group consisting of: a game piece, a collector's card, a game card, and a token.
11. (previously presented) The promotional material of claim 1 wherein the RFID device is capacitively coupled to the RFID reader.
12. (previously presented) The promotional material of claim 1 wherein the RFID device is inductively coupled to the RFID reader.
13. (previously presented) The promotional material of claim 1 wherein the RFID device is coupled to the RFID reader via a contacted interface.
14. (previously presented) The promotional material of claim 1 wherein the RFID device comprises an antenna element and a circuit coupled to the antenna element, and wherein the RFID device and the RFID reader are coupled to a common return path.

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15. (previously presented) The promotional material of claim 1 wherein the RFID device couples to the RFID reader in a dipole configuration.

16. (previously presented) The promotional material of claim 1 wherein the RFID device couples to the RFID reader in a monopole configuration.

17. (currently amended) A promotional material comprising a visual aid that identifies a consumer product other than the promotional material, the promotional material further comprising ~~and~~ a radio frequency identification ("RFID") device having stored thereon a counter and a set of data bits which, when presented to a processing device via a RFID reader, causes the processing device to disable at least one feature that would otherwise be enabled in an electronic device having a plurality of features, and enable the at least one feature when the counter reaches a predetermined value, wherein the at least one feature is an improvement to a performance or a characteristic of the electronic device.

18. (currently amended) A promotional material comprising a visual aid that identifies a consumer product other than the promotional material, the promotional material further comprising ~~and~~ a radio frequency identification ("RFID") device having stored thereon a counter and a set of data bits which, when presented to a processing device via a RFID reader, causes the processing device to enhance at least one feature in an electronic device having a plurality of features, wherein the at least one feature is an improvement to a performance or a characteristic of the electronic device.

19. (previously presented) The promotional material of claim 18 wherein the enhancement to the feature is disabled when the counter reaches a predetermined value.

20. (previously presented) The promotional material of claim 19 wherein the predetermined value is based on one of the following events: a number of uses, and a period of time.

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21. (previously presented) The promotional material of claim 1 wherein the RFID device is associated with a product, and wherein the set of data bits is programmed into the RFID device at a point of decision to purchase the product of a user.

22. (previously presented) The promotional material of claim 1 wherein the RFID device is associated with a product, and wherein the set of data bits is programmed into the RFID device at a point of possession of the product of a user.

23. (previously presented) The promotional material of claim 1 wherein the RFID device is associated with a product, and wherein the set of data bits is programmed into the RFID device at a point of distribution of the product.